

CITY OF MIAMI BEACH  
Office of the City Manager  
Letter to Commission No. 093-2004



To: Mayor David Dermer and  
Members of the City Commission

Date: April 21, 2004

From: Jorge M. Gonzalez  
City Manager

A handwritten signature in cursive script, appearing to read "Jorge".

Subject: SOUTH FLORIDA CEO – MIAMI BEACH REPORT

The purpose of this LTC is to provide the Mayor and City Commission with a copy of the Miami Beach City Report, which was produced by South Florida CEO Magazine as a supplement inserted in their April 2004 issue.

In January, the City Administration met with representatives of South Florida CEO magazine to discuss the possibility of producing an update to the Miami Beach insert that was included in the December 2000 issue of the magazine, known at the time as Miami Business. As a result, South Florida CEO offered to produce this 28-page insert for their April 2004 issue.

South Florida CEO magazine was created in 1998 as Miami Business Magazine to fill a void of local business information for the Greater Miami area. In that time, while continuing to cover the overall economy of Greater Miami and expanding to cover all of South Florida, they have shown continued commitment to the City of Miami Beach.

In addition to its inclusion as an insert to the magazine, South Florida CEO has provided the City with 5,000 copies for use in future economic development activities, at no cost to the City.

JMG<sup>mm</sup>/CMC/kc

c: Christina M. Cuervo, Assistant City Manager  
Kevin Crowder, Economic Development Division Director

Attachments

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